



Market Profile

Roanoke County Center for Research & Technology
 5808 Prunty Dr, Salem, Virginia, 24153
 Rings: 10, 30, 50 mile radii

Prepared by Esri
 Latitude: 37.26459
 Longitude: -80.17497

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	82,381	423,222	734,018
2010 Total Population	86,238	455,475	770,426
2015 Total Population	87,507	466,474	786,418
2015 Group Quarters	3,055	21,352	27,683
2020 Total Population	89,131	477,776	802,076
2015-2020 Annual Rate	0.37%	0.48%	0.40%
Household Summary			
2000 Households	33,319	170,613	298,148
2000 Average Household Size	2.39	2.36	2.37
2010 Households	34,925	185,215	317,363
2010 Average Household Size	2.38	2.35	2.34
2015 Households	35,414	189,921	325,042
2015 Average Household Size	2.38	2.34	2.33
2020 Households	36,080	194,864	332,156
2020 Average Household Size	2.39	2.34	2.33
2015-2020 Annual Rate	0.37%	0.52%	0.43%
2010 Families	23,472	114,788	203,978
2010 Average Family Size	2.90	2.88	2.86
2015 Families	23,678	116,690	207,294
2015 Average Family Size	2.90	2.88	2.85
2020 Families	24,044	119,042	210,755
2020 Average Family Size	2.91	2.88	2.85
2015-2020 Annual Rate	0.31%	0.40%	0.33%
Housing Unit Summary			
2000 Housing Units	34,918	183,288	331,963
Owner Occupied Housing Units	70.6%	63.3%	64.8%
Renter Occupied Housing Units	24.8%	29.8%	25.0%
Vacant Housing Units	4.6%	6.9%	10.2%
2010 Housing Units	37,686	205,350	366,055
Owner Occupied Housing Units	68.7%	60.1%	61.0%
Renter Occupied Housing Units	24.0%	30.1%	25.7%
Vacant Housing Units	7.3%	9.8%	13.3%
2015 Housing Units	38,431	210,918	376,532
Owner Occupied Housing Units	66.4%	57.8%	58.6%
Renter Occupied Housing Units	25.7%	32.3%	27.7%
Vacant Housing Units	7.9%	10.0%	13.7%
2020 Housing Units	39,267	216,260	385,209
Owner Occupied Housing Units	66.1%	57.6%	58.4%
Renter Occupied Housing Units	25.8%	32.5%	27.8%
Vacant Housing Units	8.1%	9.9%	13.8%
Median Household Income			
2015	\$51,909	\$44,674	\$42,396
2020	\$58,796	\$51,315	\$48,867
Median Home Value			
2015	\$188,428	\$178,053	\$152,135
2020	\$223,914	\$217,852	\$184,298
Per Capita Income			
2015	\$30,488	\$26,077	\$24,839
2020	\$34,870	\$29,483	\$28,128
Median Age			
2010	42.6	38.4	41.1
2015	44.0	39.4	42.2
2020	45.1	40.3	43.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	35,414	189,920	325,041
<\$15,000	9.7%	14.9%	15.4%
\$15,000 - \$24,999	9.4%	10.6%	12.1%
\$25,000 - \$34,999	12.5%	12.4%	13.0%
\$35,000 - \$49,999	16.3%	16.9%	16.5%
\$50,000 - \$74,999	18.9%	18.0%	17.8%
\$75,000 - \$99,999	10.9%	10.0%	10.2%
\$100,000 - \$149,999	11.0%	10.4%	9.2%
\$150,000 - \$199,999	6.2%	4.0%	3.3%
\$200,000+	5.1%	2.9%	2.5%
Average Household Income	\$74,923	\$62,793	\$59,283
2020 Households by Income			
Household Income Base	36,080	194,863	332,155
<\$15,000	9.1%	14.5%	14.7%
\$15,000 - \$24,999	7.6%	8.6%	9.8%
\$25,000 - \$34,999	9.4%	9.5%	10.6%
\$35,000 - \$49,999	15.1%	15.9%	15.8%
\$50,000 - \$74,999	19.5%	18.7%	18.9%
\$75,000 - \$99,999	13.6%	13.0%	12.8%
\$100,000 - \$149,999	11.9%	11.4%	10.3%
\$150,000 - \$199,999	7.5%	4.9%	4.1%
\$200,000+	6.2%	3.5%	3.0%
Average Household Income	\$85,730	\$71,039	\$67,107
2015 Owner Occupied Housing Units by Value			
Total	25,532	121,853	220,825
<\$50,000	1.3%	3.4%	8.0%
\$50,000 - \$99,999	7.2%	11.3%	19.1%
\$100,000 - \$149,999	22.6%	22.5%	22.2%
\$150,000 - \$199,999	24.5%	22.8%	18.3%
\$200,000 - \$249,999	16.5%	14.4%	11.3%
\$250,000 - \$299,999	9.1%	8.6%	6.8%
\$300,000 - \$399,999	10.5%	9.0%	7.2%
\$400,000 - \$499,999	4.3%	3.7%	3.1%
\$500,000 - \$749,999	2.9%	3.1%	2.7%
\$750,000 - \$999,999	0.5%	0.6%	0.7%
\$1,000,000 +	0.5%	0.6%	0.7%
Average Home Value	\$224,338	\$214,032	\$190,656
2020 Owner Occupied Housing Units by Value			
Total	25,957	124,569	225,054
<\$50,000	0.9%	2.6%	5.5%
\$50,000 - \$99,999	5.8%	9.3%	15.7%
\$100,000 - \$149,999	13.5%	12.9%	16.7%
\$150,000 - \$199,999	21.2%	19.5%	17.7%
\$200,000 - \$249,999	18.0%	15.9%	12.7%
\$250,000 - \$299,999	9.2%	9.6%	7.8%
\$300,000 - \$399,999	13.4%	11.6%	9.1%
\$400,000 - \$499,999	7.3%	6.4%	5.1%
\$500,000 - \$749,999	7.8%	8.0%	6.4%
\$750,000 - \$999,999	2.5%	3.4%	2.6%
\$1,000,000 +	0.5%	0.8%	0.8%
Average Home Value	\$280,099	\$279,355	\$242,118

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	86,237	455,475	770,427
0 - 4	5.4%	5.4%	5.3%
5 - 9	5.7%	5.5%	5.5%
10 - 14	6.2%	5.6%	5.8%
15 - 24	13.0%	17.9%	15.1%
25 - 34	10.1%	11.5%	10.9%
35 - 44	12.7%	12.4%	12.6%
45 - 54	15.6%	14.2%	14.8%
55 - 64	14.3%	13.0%	13.7%
65 - 74	8.6%	7.9%	9.0%
75 - 84	5.9%	4.7%	5.3%
85 +	2.5%	1.9%	2.1%
18 +	78.6%	80.0%	79.7%
2015 Population by Age			
Total	87,506	466,476	786,418
0 - 4	5.0%	5.0%	5.0%
5 - 9	5.4%	5.3%	5.3%
10 - 14	5.9%	5.4%	5.5%
15 - 24	12.8%	17.6%	14.8%
25 - 34	10.8%	11.9%	11.3%
35 - 44	11.3%	11.4%	11.5%
45 - 54	14.0%	13.1%	13.7%
55 - 64	15.2%	13.5%	14.4%
65 - 74	10.8%	9.8%	11.0%
75 - 84	5.9%	4.8%	5.4%
85 +	2.9%	2.1%	2.3%
18 +	80.2%	81.1%	81.0%
2020 Population by Age			
Total	89,131	477,777	802,075
0 - 4	4.9%	4.9%	4.8%
5 - 9	5.1%	5.1%	5.0%
10 - 14	5.8%	5.5%	5.6%
15 - 24	11.8%	16.8%	14.0%
25 - 34	11.4%	11.7%	11.2%
35 - 44	11.0%	11.2%	11.1%
45 - 54	12.8%	12.2%	12.7%
55 - 64	14.9%	13.4%	14.5%
65 - 74	12.8%	11.3%	12.4%
75 - 84	6.6%	5.7%	6.4%
85 +	3.1%	2.3%	2.4%
18 +	80.8%	81.4%	81.3%
2010 Population by Sex			
Males	41,642	223,540	376,925
Females	44,596	231,935	393,502
2015 Population by Sex			
Males	42,443	229,845	386,349
Females	45,064	236,629	400,068
2020 Population by Sex			
Males	43,402	235,925	395,155
Females	45,729	241,851	406,921

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	86,238	455,475	770,426
White Alone	85.1%	84.7%	85.4%
Black Alone	9.9%	9.8%	10.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.1%	2.3%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.1%	1.0%
Two or More Races	1.6%	1.8%	1.6%
Hispanic Origin	2.5%	2.9%	2.6%
Diversity Index	30.2	31.3	29.7
2015 Population by Race/Ethnicity			
Total	87,508	466,473	786,417
White Alone	83.8%	83.6%	84.5%
Black Alone	10.0%	9.9%	10.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.7%	2.7%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.3%	1.2%
Two or More Races	2.0%	2.2%	2.0%
Hispanic Origin	3.2%	3.4%	3.1%
Diversity Index	33.2	33.8	32.0
2020 Population by Race/Ethnicity			
Total	89,131	477,777	802,075
White Alone	82.0%	82.2%	83.4%
Black Alone	10.3%	10.1%	10.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.3%	3.2%	2.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.5%	1.5%	1.5%
Two or More Races	2.5%	2.7%	2.4%
Hispanic Origin	4.0%	4.1%	3.8%
Diversity Index	36.8	36.7	34.4
2010 Population by Relationship and Household Type			
Total	86,238	455,475	770,427
In Households	96.6%	95.5%	96.5%
In Family Households	80.6%	74.5%	77.6%
Householder	27.3%	25.2%	26.5%
Spouse	21.1%	19.0%	20.1%
Child	28.0%	25.7%	26.5%
Other relative	2.7%	2.6%	2.7%
Nonrelative	1.7%	1.9%	2.0%
In Nonfamily Households	15.9%	21.1%	18.9%
In Group Quarters	3.4%	4.5%	3.5%
Institutionalized Population	1.9%	1.1%	1.3%
Noninstitutionalized Population	1.5%	3.4%	2.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Population 25+ by Educational Attainment			
Total	62,037	310,898	546,024
Less than 9th Grade	3.5%	4.8%	5.6%
9th - 12th Grade, No Diploma	6.1%	7.4%	8.7%
High School Graduate	22.7%	23.5%	26.0%
GED/Alternative Credential	5.0%	5.1%	5.7%
Some College, No Degree	20.5%	20.8%	20.9%
Associate Degree	9.2%	8.8%	8.7%
Bachelor's Degree	20.2%	18.0%	15.2%
Graduate/Professional Degree	12.9%	11.6%	9.2%
2015 Population 15+ by Marital Status			
Total	73,260	393,066	662,338
Never Married	26.6%	33.5%	29.5%
Married	53.9%	48.7%	51.3%
Widowed	7.4%	6.3%	7.1%
Divorced	12.0%	11.6%	12.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	96.1%	95.3%	94.7%
Civilian Unemployed	3.9%	4.7%	5.3%
2015 Employed Population 16+ by Industry			
Total	42,025	222,847	356,097
Agriculture/Mining	0.5%	0.9%	1.4%
Construction	4.7%	6.2%	6.5%
Manufacturing	11.9%	10.9%	13.2%
Wholesale Trade	2.6%	2.2%	2.0%
Retail Trade	12.5%	12.7%	12.5%
Transportation/Utilities	4.4%	4.7%	4.9%
Information	1.3%	1.4%	1.3%
Finance/Insurance/Real Estate	8.5%	6.8%	5.7%
Services	49.7%	50.3%	48.4%
Public Administration	3.8%	3.9%	4.0%
2015 Employed Population 16+ by Occupation			
Total	42,025	222,848	356,098
White Collar	64.5%	60.9%	57.6%
Management/Business/Financial	13.7%	12.5%	11.9%
Professional	25.5%	23.8%	21.6%
Sales	12.1%	10.7%	10.3%
Administrative Support	13.3%	13.8%	13.8%
Services	16.6%	18.0%	18.1%
Blue Collar	18.9%	21.1%	24.3%
Farming/Forestry/Fishing	0.1%	0.3%	0.5%
Construction/Extraction	3.2%	4.9%	5.3%
Installation/Maintenance/Repair	3.2%	3.5%	3.8%
Production	7.1%	6.8%	8.1%
Transportation/Material Moving	5.3%	5.6%	6.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	34,925	185,215	317,363
Households with 1 Person	27.8%	28.8%	28.6%
Households with 2+ People	72.2%	71.2%	71.4%
Family Households	67.2%	62.0%	64.3%
Husband-wife Families	52.0%	46.7%	48.7%
With Related Children	20.3%	17.9%	17.9%
Other Family (No Spouse Present)	15.2%	15.2%	15.6%
Other Family with Male Householder	3.7%	4.0%	4.3%
With Related Children	2.1%	2.3%	2.4%
Other Family with Female Householder	11.6%	11.2%	11.3%
With Related Children	7.1%	7.1%	7.0%
Nonfamily Households	5.0%	9.3%	7.2%
All Households with Children	29.9%	27.7%	27.8%
Multigenerational Households	3.1%	2.9%	3.1%
Unmarried Partner Households	4.9%	6.0%	5.8%
Male-female	4.3%	5.3%	5.2%
Same-sex	0.6%	0.7%	0.6%
2010 Households by Size			
Total	34,926	185,216	317,365
1 Person Household	27.8%	28.8%	28.6%
2 Person Household	36.5%	36.5%	37.2%
3 Person Household	16.2%	16.2%	16.0%
4 Person Household	12.3%	11.9%	11.5%
5 Person Household	4.8%	4.4%	4.4%
6 Person Household	1.6%	1.5%	1.5%
7 + Person Household	0.7%	0.8%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	34,925	185,214	317,362
Owner Occupied	74.1%	66.6%	70.3%
Owned with a Mortgage/Loan	49.6%	44.1%	43.0%
Owned Free and Clear	24.5%	22.5%	27.3%
Renter Occupied	25.9%	33.4%	29.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
	1. Comfortable Empty Nesters	Salt of the Earth (6B)	Rooted Rural (10B)
	2. Savvy Suburbanites (1D)	In Style (5B)	Salt of the Earth (6B)
	3. Rustbelt Traditions (5D)	Comfortable Empty Nesters	Southern Satellites (10A)
2015 Consumer Spending			
Apparel & Services: Total \$	\$80,027,896	\$366,304,731	\$586,162,005
Average Spent	\$2,259.78	\$1,928.72	\$1,803.34
Spending Potential Index	98	83	78
Computers & Accessories: Total \$	\$9,086,361	\$41,447,884	\$65,304,696
Average Spent	\$256.58	\$218.24	\$200.91
Spending Potential Index	101	86	79
Education: Total \$	\$53,932,526	\$239,733,463	\$352,775,585
Average Spent	\$1,522.92	\$1,262.28	\$1,085.32
Spending Potential Index	100	83	71
Entertainment/Recreation: Total \$	\$118,092,872	\$531,920,096	\$872,355,276
Average Spent	\$3,334.64	\$2,800.74	\$2,683.82
Spending Potential Index	101	85	81
Food at Home: Total \$	\$183,197,100	\$846,615,020	\$1,397,247,141
Average Spent	\$5,173.01	\$4,457.72	\$4,298.67
Spending Potential Index	99	85	82
Food Away from Home: Total \$	\$114,636,482	\$523,325,201	\$837,495,662
Average Spent	\$3,237.04	\$2,755.49	\$2,576.58
Spending Potential Index	99	84	78
Health Care: Total \$	\$175,778,126	\$783,259,301	\$1,319,064,655
Average Spent	\$4,963.52	\$4,124.13	\$4,058.14
Spending Potential Index	105	87	86
HH Furnishings & Equipment: Total \$	\$65,415,768	\$296,882,441	\$482,862,581
Average Spent	\$1,847.17	\$1,563.19	\$1,485.54
Spending Potential Index	100	85	81
Investments: Total \$	\$85,044,904	\$385,846,809	\$692,532,437
Average Spent	\$2,401.45	\$2,031.62	\$2,130.59
Spending Potential Index	87	74	77
Retail Goods: Total \$	\$906,446,681	\$4,154,363,901	\$6,906,919,773
Average Spent	\$25,595.72	\$21,874.17	\$21,249.31
Spending Potential Index	100	86	83
Shelter: Total \$	\$574,295,737	\$2,560,089,637	\$3,972,004,476
Average Spent	\$16,216.63	\$13,479.76	\$12,219.97
Spending Potential Index	99	82	74
TV/Video/Audio: Total \$	\$46,487,710	\$214,729,711	\$352,228,752
Average Spent	\$1,312.69	\$1,130.63	\$1,083.64
Spending Potential Index	100	86	83
Travel: Total \$	\$70,410,332	\$303,213,099	\$478,857,261
Average Spent	\$1,988.21	\$1,596.52	\$1,473.22
Spending Potential Index	102	82	75
Vehicle Maintenance & Repairs: Total \$	\$39,673,585	\$179,532,352	\$291,238,565
Average Spent	\$1,120.28	\$945.30	\$896.00
Spending Potential Index	100	85	80

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.